PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2018 - 19 Examination

Semester: 3   Date: 01/05/2019
Subject Code: 06101201   Time: 10:30 am to 01:00 pm
Subject Name: Marketing Management-I   Total Marks:60

Instructions
1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.

A). Multiple choice type questions/Fill in the blanks.   (Each of 1 mark)   **(05)**
    1. "Many people want to buy BMW, only few are able to buy" this is an example of
        a) Need   c)Demand
        b) Want   d)Status
    2. In effective target market, marketers should focus on
        a) Market segmentation   c) Market Targeting
        b) Market positioning   d) All of the above
    3. Second step in marketing research process is
        a) Define research objective   c)Develop Research Plan
        b) Implement research plan   d)None of the above
    4. Marketing intelligence helps to gather
        a) Data based on real happenings   c)Data based on real happenings
        b) Data based on raw materials   d)Data based on sales
    5. Segmentation based on values and attitudes and behavioral patterns is an example of
        a) Geographic location   c) Cultural factors
        b) Economic factors   d) Political and legal factors

B).Define the following. (Each of 1 mark)   **(05)**
    1. Marketing Mix
    2. Market Segmentation
    3. Consumer
    4. Marketing Intelligence System
    5. Marketing Research

C).Direct questions. (Each of 1 mark)   **(05)**
    1. Example of Core concept of Marketing
    2. Define the target market
    3. What is positioning
    4. Give three examples of Niche Market
    5. List out the components of MKIS.

Q.2   Answer the following questions.
A). Explain the major variable used to segment consumer markets. Give example for each   **(07)**

B). Explain the Factors Influencing Organizational Buyers   **(08)**

Q.3   Answer the following questions.
A). What is target marketing? What are the different levels of target marketing?   **(07)**
B). Define consumer behavior? Discuss the Haworth sheth model, with a diagram   **(08)**

Q.4   Attempt any two questions. (Each of 7.5 mark)   **(15)**
    1. Give the positioning strategy for Cadbury dairy Milk

2. A traditional family drinks firm has been developing slowly and built up a strong reputation, but control has now passed to the next generation and they want to look at possible expansion for the firm. The new marketing director made the following statement:

'We have a strong family image and our products are trusted, but we are considering changing our production strategy. We have normally just produced the flavoring and let others bottle it and take the risks of selling to the public. After considerable market research we have decided to launch our own brand of soft drinks. Initially, these will be: a cola flavor, lemonade and ginger beer. If these are successful, then others are planned.'

1. Discuss potential changes in the marketing mix that this new strategy will involve and comment on their significance.

3. Buying doesn't happen suddenly it has several steps to go with." comment

4. Segmentation is a complex process for any marketer, in what ways they can find categories the same discuss.